



# ANNUAL REPORT

## 2021



**Transforming the lives of  
vulnerable children  
together**

**The Butterflies Way**

- **rights-based**
- **non-institutional**
- **democratic**
- **enabling children's full participation**

**Butterflies' core belief is that children have a right to be heard and consulted in all decisions that concern them.**

# MESSAGE FROM BUTTERFLIES USA BOARD PRESIDENT KRISTIN MCDONOUGH



## RITA PANICKER FOUNDING CEO, BUTTERFLIES NGO

Dear Friends,

Butterflies USA launched in 2005 as a 501(c) (3) New York State charity to support India's most vulnerable children. We fulfill our mission in partnership with Butterflies, a leading child rights NGO in New Delhi, raising funds, friends, and awareness of its awarding-winning COOPERATIVE model replicated across India and in 8 countries in Asia and Africa.

COVID postponed in-person benefit and cultivation events. Instead, Butterflies USA mounted three virtual fundraisers - a May emergency appeal, our annual call for general support, and a crowdfunding campaign to bolster Butterflies' mental health interventions. This made 2021 a milestone year. Pursuant to the terms of its 5-year Agreement with Butterflies, we transferred \$100,000 to help meet Butterflies' most pressing needs. *We could not have met this ambitious goal without your generous support of our campaigns.*

This inaugural Butterflies USA Annual Report presents the financials of our all-volunteer operation and introduces the Honor Roll of Donors whose gifts enabled Butterflies to serve as a beacon for Delhi's most marginalized communities throughout the misery of the pandemic's second wave. Highlights from selected Butterflies' initiatives demonstrate the impact of your contributions.

Rita Panicker adds, "We are grateful to all who support our efforts to build a better protective environment for our children, our butterflies. With you by our side, Butterflies touches lives, one child at a time. Together, we are creating positive change today that will impact generations to come. Thank you for being at the heart of our work. Butterflies looks forward to the coming years with optimism and confidence."

Sincerely,

Kristin McDonough, Board President  
Butterflies USA



# HONOR ROLL OF DONORS

## Change-Maker: \$20,000+

Rahul and Sharmila Prasad

## Leader: \$10,000 - \$19,999

Dr. Myrna Chase and Dr. Miles Wortman

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## Ally: \$2,500 - \$9,999

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Morgan Stanley Global Impact Funding Trust

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May Foundation Trust

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# HONOR ROLL OF DONORS

## Friend: Up to \$250

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BlackRock  
Coach and Kate Spade Foundation -  
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**THANK YOU FOR YOUR SUPPORT.**

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**RAHUL PRASAD**

***Our Nominations Committee is recruiting potential board members.***

***Please email [ButterfliesUSA@gmail.com](mailto:ButterfliesUSA@gmail.com) with the subject heading BOARD if interested.***

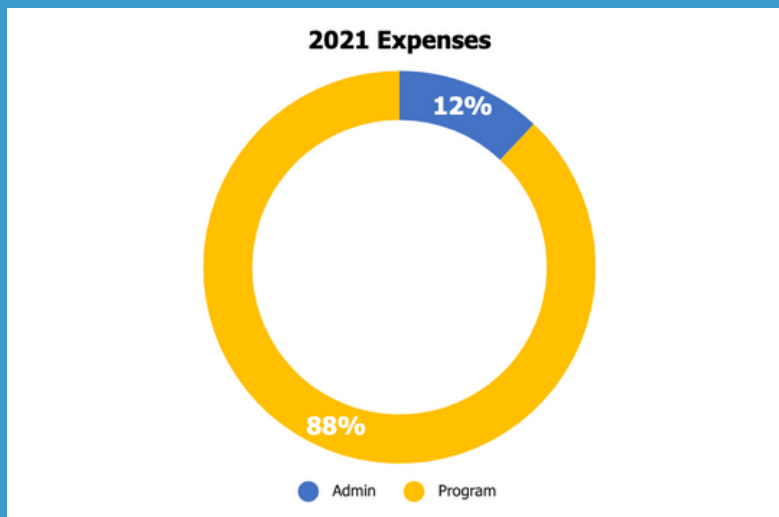
# FINANCIAL HIGHLIGHTS

## 2021 REVENUE AND EXPENSES



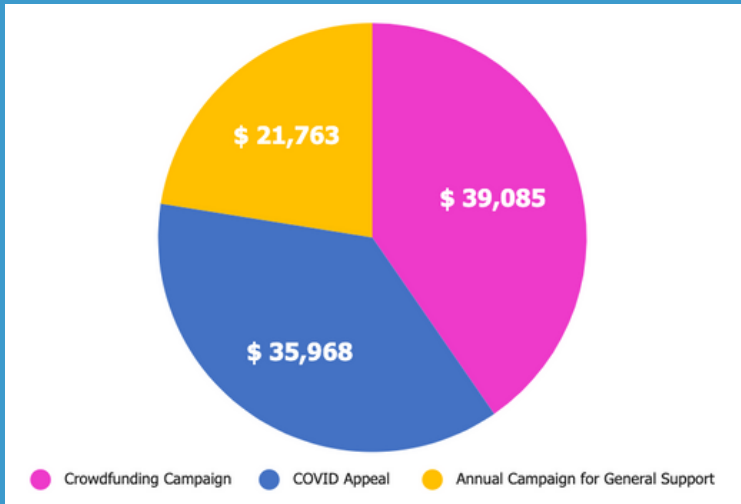
*\*Administrative expenses increased in 2021. Butterflies USA engaged its first contractor to develop a prospect research database and strategy.*

## 2021 EXPENSES BY PERCENT

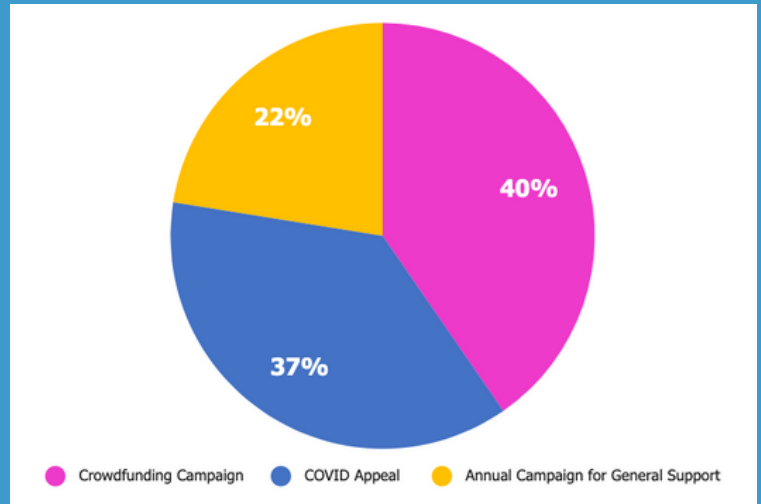


# FINANCIAL HIGHLIGHTS

## 2021 CAMPAIGN REVENUE



AMOUNTS



PERCENTAGES



For May's emergency COVID appeal, Butterflies USA highlighted the BSCC's changing role in tackling food insecurity. We leveraged digital assets from India for stepped-up social media posts, appeals on our website, and email updates to our donor community. **AND YOU RESPONDED!**



For our 2021 Mental Health For India's Street Children crowdfunding campaign video, we asked Butterflies to shadow a counselor who was providing therapy in the Resilience Center to (anonymized) youth. This 'window' into Butterflies' psycho-social interventions provoked a global response.



# 2021 IN REVIEW



- Butterflies moves to its **new eco-friendly home** with Resilience Center, ChildLine 24/7 emergency operation, and the Butterflies School of Culinary and Catering (BSCC).
- A massive month-long public education campaign with children from partner NGOs across India calls out the rising epidemic of sexual violence against boys, culminating on **Blue Umbrella Day**, observed globally on April 21st.
- The **Butterflies Broadcasting Children (BBC)** media cooperative launches a new series of podcasts - **9** short, English-captioned episodes from the run of **51** Hindi radio shows produced by child reporters. Topics range from health to history. Child journalists publish **6** issues of the *Delhi Children's Times*.
- Butterflies' **Child Social Protection Committees** with parent, teacher, social worker, community stakeholder and - of course - child representatives - hold **96** meetings that result in **30** collective actions to ensure the educational, physical health, and safety needs of children in locked down neighborhoods were met.

## Butterflies nimbly pivots its programs to respond to COVID-19 realities.

- The Resilience Center's 15-bed short stay dorm for boys in crisis is temporarily converted to an emergency quarantine space for **287** young girls exposed to COVID over course of the year.
- State schools remain closed. Butterflies provides daily nutrition, education, and psycho-social counseling to **617 kids** enrolled in its **8 contact points**. Children's Development Khazana (CDK) and Child Health and Sports Cooperative (CHSC) life-skills activities from Banking, first aid, and pick-up sports to children's councils resumed in these open-air settings.
- Butterflies School of Culinary and Catering (BSCC) offers online instruction for **31** students. Volunteer staff and students early in the year distribute **14,000+** cooked meals and **79,100** nutritional snack lunches for children at its contact points.



# IMPACT ● CHILD PROTECTION

## Your generosity strengthened Butterflies' continuum of Child Protection Services.

Butterflies' **ChildLine** 24/7 emergency hotline rescues children in crisis and provides legal, medical, and psychosocial therapeutic assistance in its short-stay Resilience Center. Staff trace and restore children to families, refer others to child care institutions or de-addiction programs, thwart child marriages, lodge police complaints to prosecute traffickers, restore wages and more.

Proactively, Butterflies aims to **PREVENT** all forms of abuse. Their **Child Social Protection Committees** with parent, teacher, shopkeeper, social worker, police, and – of course – youth members sensitize community stakeholders to children's rights to safety and security in households, schools and workplaces.

Butterflies' **RESEARCH STUDIES** feature in-depth interviews with anonymous youth. The most recent, *Breaking the Silence on Sexual Abuse against Boys* provides empirical data to inform family counseling AND government policy.



**IN 2021...**

|   |   |  |
|---|---|--|
| <b>677</b><br>CALLS RECEIVED AT CHILDLINE   | <b>197</b><br>CHILDREN ASSISTED BY CHILDLINE          | <b>159</b><br>CHILDREN RESTORED TO FAMILY  |
| <b>330</b><br>CHILDREN SERVED AT SHORT-STAY RESILIENCE CENTER                       | <b>478</b><br>CHILDREN PROVIDED LEGAL HELP            | <b>87</b><br>CHILDREN REFERRED TO CHILD CARE INSTITUTIONS                            |
|  | <b>4</b><br>CHILDREN ADMITTED TO DE-ADDICTION CENTERS |  |

## CHILDREN'S DEVELOPMENT KHAZANA (CDK)



CDK is a financial management training program wrapped around a savings account. Members (9 to 18 years old) learn how to prioritize needs and do basic accounting transactions. Child 'bank' managers, assistants, and advance committee members are elected by peers for a 6-month term.

### AT A GLANCE

- 111 CDK branches in 8 Indian states
- 7034 child members in India
- 213 Child Volunteer Managers elected by peers
- 61 children members applied for loans during COVID
- 406 monthly CDK life skills sessions

Through its grassroots NGO partners, Butterflies' CDK model currently flourishes in 8 Asian and African countries.



*3 CDK allies pooled their resources to fund this mask-maker's start.*

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## BUTTERFLIES BROADCASTING CHILDREN (BBC) MEDIA



Butterflies Broadcasting Children (BBC) offers street-connected children opportunities to develop their voice, exercise freedom of expression, and access information. BBC members develop confidence as they produce newsletters, weekly radio broadcasts, digital stories, and theater. Through these creative media outlets, their issues and concerns are brought front and center.

## CHILDREN'S HEALTH AND SPORTS COOPERATIVE (CHSC)



Butterflies' second children's cooperative started in 1995 and focused on physical health issues from personal hygiene and nutrition to the prevention of tropical disease.

Today's expanded Child Health and Sports Cooperative uses team sports and play to foster mental health and emotional well-being. Peers elect both Child Health and Child Sports Educators for 6-month rotations. The Butterflies staff select and train Mental Health Buddies, who are empathetic and well-liked youth who steer struggling peers to Butterflies' professional counseling staff.

During the pandemic, CHSCs spawned 30 collective actions, from hands-on demos of COVID safety protocols to petitions for increased daily cleaning of communal restrooms.

### AT A GLANCE

- 111 branches in 8 states of India
- 7034 members across the 111 branches
- 192 Child Health Educators elected and trained
- 189 Child Sports Educator elected and trained
- 173 Mental Health Buddies staff-selected and trained
- 436 monthly CHSC Life Skills sessions



*Pictured here: Butterflies Mental health buddy check-in.*

## STREET EDUCATION + MOBILE SCHOOLS



In Delhi, Butterflies' *mobile learning van* with technology, supplementary print material, art supplies, and a Child Rights Educator, serves contact points where children come after formal school ends.

Children grouped by grade level study in learning pods, rotating the roles of lesson summarizer, reviser, and explainer. Peers tutor each other, taking responsibility for each other's academic growth.

In lieu of competition, "if one of our friends has not come to the contact point for several days, we all go to his or her home to see what's up and cover the missed material."



*Pictured left: Babu, who has been visiting the Butterflies' Haathi Park contact point near his public school for several years. Babu says, "We study together. We play together. We want to grow up together." His pod-mate even provides Babu his own quiet study space away from his family's noisy one-room home.*

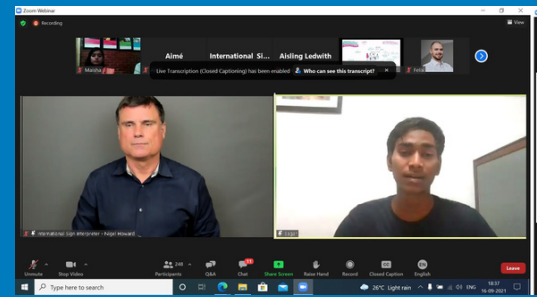
# IMPACT ● STORIES OF CHANGE



*How does a shy boy from a dysfunctional family transform into a confident delegate representing India at a U.N. Child Rights session?*

Slowly, and with the help of multiple Butterflies interventions. First, neighborhood peers recruit Sagar to a contact point where, popular, he is elected to leadership roles: CDK bank manager, Child Health Educator, and children's council convener. At Butterflies' street education cooperative Sagar learns about computers and is helped to earn a National Institute of Open Learning (NIOS) high school certificate and to enroll in technology courses.

And there's more. Butterflies' counselors make repeated home visits to provide his parents with communication skills such as anger management tips, and to refer his alcoholic father to de-addiction resources. Chosen to represent India at a U.N. Committee on the Right of the Child Plenary Session he uses his personal experience to advocate for government mental health services in underserved communities so that families like his can stay together.



*Pictured here: Sagar speaking at U.N. Committee on the Right of the Child Plenary Session.*

## SAMIYA



Samiya is a poster child for the power of Butterflies' cooperatives which encourage children to participate fully in democratic decision-making for collective action. Cooperative members elect their leaders for a 6-month rotation and all children are encouraged to run for confidence-building leadership roles.

A longtime member of the Child Health and Sports Cooperative, Samiya had an idea to help migrant families trapped by the lockdown apply for welfare benefits. She mobilized fellow CHSC members to help with a community needs assessment. Next, they tapped the Butterflies' Child Social Protection Committee members in their locality who persuaded 22 household elders to enter their personal data using a shared smartphone to apply for e-ration cards online. These adults learned digital skills while registering and got their government ID within a week.



*Pictured here: Samiya (left) with peers in the BBC studio.*

As one of 20 BBC child reporters, Samiya helps produce weekly radio programs, selecting and interviewing kids and adult experts for their input on issues of broad public concern such as water conservation as well as youth-specific issues like test anxiety.

Connect with us on our social networks via the icons below. When you follow, like, comment, and share on our social networks you raise new friends and brand awareness of the Butterflies' model, helping Butterflies' children to soar.

